



A FOCUSFEW  
CUSTOMER  
SUCCESS STORY

# INFUSING NEW LIFE

REBRANDING AND REVAMPING

*into a rich legacy*

OF THE SEAP PUNE BRAND

FOCUSFEW CONSULTING

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BACKGROUND

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# *Building On A* **25-YEAR LEGACY**

SEAP Pune was founded in 1998 by industry leaders and stalwarts to address the common concerns of the Pune IT companies working with companies outside India to design, develop, and export software in various forms. The association has since built and nurtured an ecosystem of companies in Pune, providing varied services in the form of events, educational sessions, networking mixers, and more.

KEEPING UP WITH THE TIMES

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Through its 25-year journey, the association has served Pune technology companies by providing timely information, liaising with municipal, state, and central govt. bodies, and conducting events and sessions across pressing topics related to technology, industry landscape, and people.

As the association completes 25 years, the SEAP Executive Council wanted to revitalize its image, brand, and positioning in the Pune technology ecosystem. It was important to communicate SEAP's new value and prepare it for the next leg of growth as the city and its IT industry evolves rapidly.

THE TIMES

KEEPING UP WITH THE TIMES

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# INFUSING NEW LIFE

into a respected and valuable name in Pune

FocusFew worked with SEAP leadership to revitalize its rich legacy and turn it into a distinguished brand. With a fresh vision and renewed focus, the brand carries its legacy forward, inviting new members, organizations, and leaders to participate in building a thriving ecosystem.

Together, we unveiled the new brand, marking a transformative era coinciding with the association's 25th anniversary.

*FocusFew*

**HOW WE DID IT**



# CREATING A NEW *positioning* AND DESIGNING A FRESH NEW BRAND LANGUAGE

# *Creating A Brand*

## **AND VALUE ROADMAP**

01

### **ARTICULATING THE KEY VALUE AREAS**

We worked with SEAP's leaders closely to provide the right verbiage and articulate the four key value propositions of the association.

02

### **DEFINING CUSTOMER AND MARKET SEGMENTS**

We identified the key customer segments to whom the value propositions were to be delivered differently but consistently.

03

### **RIGHT MESSAGING TO AN ESTEEMED AUDIENCE**

We worked with SEAP leaders to create crisp messaging for senior CXO audiences that encompassed diverse activities, events, and resources offered by the association.

04

### **CREATING A FRAMEWORK FOR EXTERNAL MESSAGING**

We ensured the communication of consistent messages through various channels, including social media, emails, and collateral using a custom messaging framework.

05

### **REVAMPING THE BRAND AND SUB-BRAND LOGOS**

With a solid foundation of the right positioning and messaging, we created new logos for SEAP and its key initiatives that prepared it for the next phase of growth.

A JOURNEY FROM

OLD



TO A *Brand New*



THAT

CELEBRATES 25 YEARS

OF *excellence*

# A *New* BRAND BOOK



Main Logo



Energising the Pune Technology Ecosystem

On Blue Background



Energising the Pune Technology Ecosystem



DARK NAVY

HEX #1A94CD  
RGB 26, 25, 77  
CMYK 100, 100, 36, 39



DARK AQUA BLUE

HEX #025073  
RGB 2, 80, 115  
CMYK 97, 67, 34, 17



MILANO RED

HEX #B72025  
RGB 183, 32, 37  
CMYK 79, 100, 100, 10



WHITE

HEX #FFFFFF  
RGB 255, 255, 255  
CMYK 0, 0, 0, 0



GREENISH TAN

HEX #B4CFF6  
RGB 180, 207, 102  
CMYK 33, 3, 78, 0



MAUVE

HEX #B997B3  
RGB 137, 39, 131  
CMYK 0, 72, 4, 46



*Enabling super-stylish new designs...*



## The #1 Platform for CXOs of Technology Organizations in Pune

Where leaders engage collectively to strengthen the ecosystem that accelerates business and people growth

# A NEW *Website* TO RELAUNCH THE BRAND

We worked with top SEAP leaders to jointly define their key value propositions and member-centric messaging. The new website provides crucial *what's-in-it-for-me* for the visitors right up on the home page.

The new website provides the latest information on membership benefits, events, initiatives, and resources in a user-friendly and attractive manner, paving the way for increased membership traction.

Growing together and solving real business challenges

• **SEAP Member Benefits**  
SEAP members receive a wide range of benefits, including discounted rates for events, access to exclusive resources, and opportunities for professional development.

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# A Plethora of OUTCOMES

01

## A REINVIGORATED NEW ECOSYSTEM

SEAP members, stakeholders, and well-wishers have a fresh new identity and energy to draw ideas and inspiration from.

02

## MESSAGING CLARITY

The SEAP brand now boasts clear external and internal messaging to bring together the community, volunteers, and its leaders and ensure that they are speaking the same language.

03

## DESIGN CONSISTENCY

With a fresh and well-defined brand, all initiatives, events, and activity promotions have a clear and consistent look, building long-term brand awareness, recall, and loyalty.

04

## BETTER TURNOUTS & PARTICIPATION

05

With customer-centric messaging and design, the brand now enjoys better turnouts, more volunteers, and a reinvigorated ecosystem.

## MORE MEMBERSHIP ENQUIRIES

The association receives more inbound enquiries for membership, event attendance, and participation in its flagship initiatives.

“

*“FocusFew worked with SEAP to build the new website and logo. Shivesh and the FocusFew team are fantastic at providing a marketing approach to every aspect of the website. They came up with innovative ideas and did not merely align with our requirements. They go deep in research and do a thorough job of delivering aspects of the website and logos that will sustain for a long time. They had to work with several CXOs for this project and their stakeholder management especially in a group of very diverse views stood out.”*



**VINITA GERA**  
PRESIDENT, SEAP



# THANK YOU

**Write to us at [info@focusfew.com](mailto:info@focusfew.com) to initiate your marketing transformation and revitalize your brand.**

FocusFew helps technology firms and businesses on the digital path define their products, develop a value proposition, and create an enduring, durable brand for their company. We produce articles, maintain social media accounts, design product and service collateral, drive digital and physical media campaigns, and assist businesses in connecting the dots from technology to business and building a brand for life.

*FocusFew Consulting*

*Start  
your  
JOURNEY*